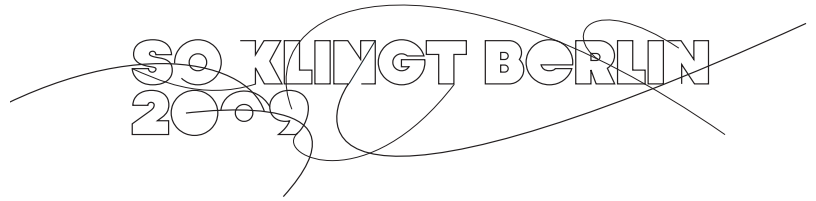




SO KLINGT BERLIN
2009

Copytest





REGISTRATION

SO KLINGT BERLIN Congress 2009

Welcome to the registration documents for the SO KLINGT BERLIN congress. You've already shown your interest – and now you can continue to take part in the action. The following pages will show you what the registration process looks like, just what we want you to tell us about yourself and where you need to apply. Read on, and don't be put off by the amount of information! It's worth it!

SEITE 2

TERMS AND CONDITIONS

1 The first step is the easiest one: read the registration form carefully, and complete it even more carefully. First, we want your details, and then your idea. Look closely at the tasks in the copy test, and then get creative. You can print out the form to fill it in, or else complete the PDF form on your computer.

2 When you have finished, email the registration form and copy test to antonia.florian@soklingtberlin.de, or send it by post to this address:

forumsprojekt GmbH
Urbanstrasse 71
10967 Berlin

3 The closing date for applications is 10 August. The earlier you apply, the better. Places are limited. Don't wait too long before starting, because you'll find it does take a little time. But because we really want to see you at the SO KLINGT BERLIN Congress, you'll have to do something really bad for us to turn you down – and we know you won't do that. So don't be shy; just start completing the documents now.

4 Your application will be seen as your binding registration for the SO KLINGT BERLIN Congress 09. If we want you to attend, we will send you a confirmation. And yes: it will cost you something. The registration fee is €35. It won't make us rich, but will help to cover a tiny proportion of the event costs. You will, of course, receive a proper invoice from forumsprojekt GmbH. This fee means that you'll be able to work with experts and like-minded people at the Congress; it will give you free admission to the evening events such as the party and the 'Final Stage' of the Festival, and – of course – snacks on the two workshop days.

GESCHÄFTSFÜHRER
ANNE SCHULZE
PHILIPP PAUL

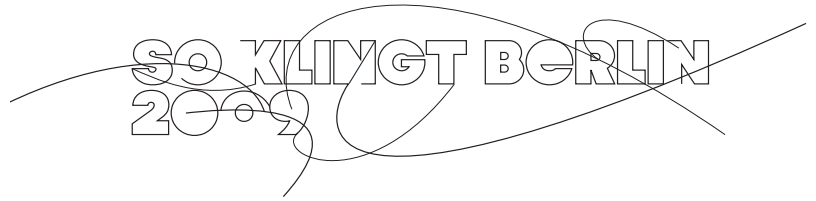
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GREGOR C. BLACH
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PROF. KNUT FÖCKLER
GERD GERKEN
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DEUTSCHE BANK
KONTO 11 05 15 4
BLZ 100 701 24
STEUERNUMMER
37/269/21313
AG CHARLOTTENBURG
HRB 111529



THE SMALL PRINT

As soon as we receive your completed documents, we will email you to inform you that they have arrived. And remember: the closing date is 10 August 2009. If we like your copy test, you'll receive our confirmation of registration and an invoice. If your registration fee is credited to our account within ten working days, then you will receive other items of information together with our confirmation. We will obviously also let you know if you have not been lucky.

Our account details

Account name: forumsprojekt GmbH

Account no.: 11 05 15 4

Sort code: 100 701 24

Reference: Invoice no., first and last names

SEITE 3

Needless to say, your account details will be treated with the strictest confidence. By registering, you declare that you agree for your details to be passed on to our cooperation partners for recruiting purposes. You will also transfer the exclusive rights to any works capable of being protected by copyright that you produce with your team at the SO KLINGT BERLIN Congress 09 Workshops to forumsprojekt GmbH, with no restrictions on time or place.

:: This is my binding registration for the SO KLINGT BERLIN Congress from 10–12 September. If I send these documents digitally by email, then the email will be considered as my binding registration, and no signature is required. I will transfer the registration fee of €35 as soon as I receive confirmation of my registration. There is a reduced fee of €20 for members of Berlin KommunikationsFORUM.

I have read and accept the Terms and Conditions of forumsprojekt GmbH at www.soklingtberlin.de/agb.

.....
Place, date

.....
Signature

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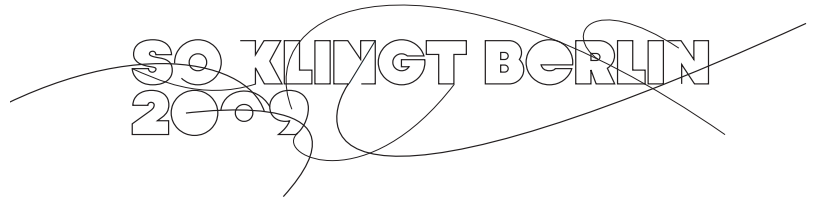
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REGISTRATION FORM

.....
Surname Telephone

.....
First name Mobile

.....
Street and house no. Email

.....
Postcode and town Date and place of birth

.....
At what educational institution are you registered?

.....
What are you studying or training as?
.....
.....
.....

.....
Do you have any professional experience? If so: as what?

.....
Where did you hear about SO KLINGT BERLIN?
.....
.....

.....
What are your expectations of attending the SO KLINGT BERLIN Congress?

.....
What group would you say you belong to?

Creative Strategies

GESCHÄFTSFÜHRER
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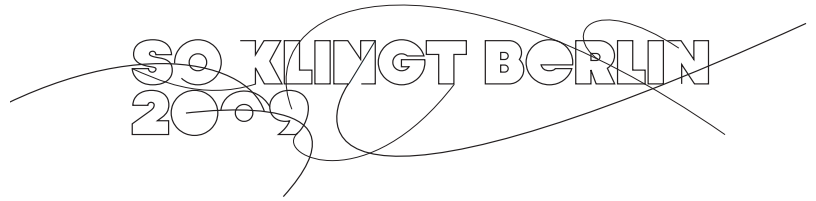
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BREAK THE RULES

The copytest

And now it's time to get going. We have four questions for you, two of which you must answer. Choose from tasks 1, 2 and 3. Question 4 is mandatory.

And now: don't worry yourself thinking about it – just get started. There is no right or wrong. Be creative. Surprise and amaze us. We can't wait!

SEITE 5

1 "Copyright pirates are criminals."

This sentence, and the campaign associated with it, caused quite a stir in the past. Briefly describe the advantages and disadvantages of the effect of this claim, and show us on one sheet of A4 how you would thematise the problem in public.

2 Strong words

Convince your friend who likes to download music illegally of a flat-rate for music. You can use whichever methods you choose.

3 Added value

How can paying to download a song or album be made more appealing to the consumer? Deal with the offers currently available, and describe/visualise your ideas.

4 Development aid

"The CD will be dead in 10 years' time. Music will only be available online." Discuss this topic in the context of current music developments on the Internet. We're not interested in how much you have to say, but in how you actually address the subject.

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